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Public Affairs Section Supports Young Women Empowerment Program in Coast – July 6 2012

In partnership with Coast Education Center, PAS shall support a second phase of youth empowerment activities for young women leaders in Kwale and Mombasa. The activities involved reviewing business concepts by a team of judges presented by the participants in their respective regions. The SME participated in the 1st phase of entrepreneurship training and presented a business concept. In the first phase 30 small scale women entrepreneurs from Kwale and Mombasa were trained on the values and basics of creating and running businesses. The program also focused on development of a business plan/ proposal, request for funding and simulations of business start-up and operation.

The program aimed at challenging youth to create a product or service that is unique, and the community accepts that creation. Entrepreneurship provides a great opportunity to make significant changes to their respective communities and the world in general. The participants learnt valuable skills that will help build on their experience. The program also provided an opportunity for young women SME entrepreneurs to learn from each other as well as forge partnerships for mutual economic benefits

The winner received a grant of \$1,000 to help the organization jump start the business concept. The community organization was established in 2009 to address issues affecting young women such as peaceful co-existence, leadership, business development, civic awareness and participation, and awareness on HIV. Their business concept was on “poultry farming and selling of eggs both whole sale and retail outlets. It’s a much more profitable business; require less startup capital than most other types of viable businesses.

Importance

Youth entrepreneurship is a mission strategic goal and it’s also Presidents Obama’s dream to promote entrepreneurship and innovation in Muslim-majority countries and communities around the world. The program helped to build confidence, provide skills for youth and help enhance young women skills to make them leaders in their community as well job creation for the 60% plus of the Kenyan population. SME development is an effective way of addressing the challenge of unemployed young women, to help them develop their skills in entrepreneurship and small business development. Business literacy helps young people to envision ways of getting out of

poverty, do something to help themselves and their communities and eventually ensure sustainable economic self-reliance



Standing Firm displaying their award



Participants during the workshop